



2013 MARKHAM CANADA DAY COMMITTEE

MINUTES May 27, 2013 Meeting No. 3

Attendance

Members

Perry Chan
Rocky Chen
Antonette DiNovo
Catherine Johnson
Mandy Ou
Michelle Rouble
Zhouyu (Joanne) Yang

Regrets

Lauren Matunin
Andrea Conlon, Corporate Communications
Dennis Flaherty, Director, Communications
& Community Relations
Morgan Jones, Operations
Jon Styles, Operations
Nicole DiNovo

Council

Councillor Carolina Moretti

Staff

Trinela Cane,
Commissioner of Corporate Services
Tiffany Chan, Corporate Communications
Enzo Greco, Markham Museum, Rental and
Events Coordinator
Rob Hincks, Operations
Steve Matunin, Supervisor, Operations
Angela Vink, Corporate Communications
Gillian Shaw, EA to Councillor Moretti
Matt Vetere, Financial Analyst
John Vipond, Operations
Bev Shugg-Barbeito, Committee Secretary

The third meeting of the 2013 Markham Canada Day Committee convened at 5:41 p.m. with Councillor Carolina Moretti as the Chair.

1. ADOPTION OF THE MINUTES OF THE APRIL 22, 2013 MEETING

It was

Moved by Rob Hincks
Seconded by Catherine Johnson

That the minutes of the Markham Canada Day Committee meeting held on April 22, 2013, be adopted as distributed.

Carried

2. PLANNING FOR CANADA DAY 2013

a) Preview to Canada Day (Media Launch)

The date for the Preview to Canada Day event has been confirmed for June 19th at 10:00 a.m. Media will be advised of the details. Councillor Moretti encouraged all Committee members to attend this event if at all possible.

Corporate Communications staff enquired whether the Canada Day Committee would want to host a barbecue following the event and open the barbecue to Civic Centre staff. Following discussion, it was agreed to consider this as an option when planning activities for Canada Day 2014.

b) Advertising/Posters/Invitations/Postcards

Angela Vink, Corporate Communications, reported that the artwork has been completed for the postcards and posters. Approximately 3,600 postcards have been printed and the posters are ready to be printed so they may be placed in a number of community centres and local businesses.

Corporate Communications staff are finalizing the e-vite for dignitaries to the Preview to Canada Day event. Councillor Moretti advised that the e-vite needed to be sent as soon as possible; Corporate Communications staff advised it could be ready by mid-week.

Enzo Greco reminded Corporate Communications staff that a clause in Jully Black's performance contract stipulates that all advertising which includes her name must be reviewed by her agent prior to its release. Councillor Moretti requested that Corporate Communications staff work with Enzo Greco to ensure this is handled appropriately.

To advertise the Canada Day events to Markham's diverse communities, Perry Chan volunteered to provide contact information for a local Chinese newspaper and Councillor Moretti will provide contact information for a local Italian newspaper.

c) Mayor's Seniors Luncheon

Catherine Johnson reported that most arrangements are in place, firefighters and EMS staff have been confirmed as well as volunteer servers, and registration has opened. Invitations will be sent to the Senior's Hall of Fame award winners. Arrangements need to be confirmed with Waste Management for the day of the event.

John Vipond reported that Operations staff are reviewing signs from previous years to determine which may be reused.

d) Parade

Antonette DiNovo reported that there are 13 confirmed participants and that she will follow up again with participants from previous years. There will not be any school bands participating because the school year will have already ended. Councillor Moretti suggested contacting the following local businesses: House of Rock, Olympia Pool and Joy Ride. Catherine Johnson provided contact information for Joy Ride. Antonette advised that she'd had an enquiry from Canadian Motorcycle Cruisers; it was agreed that more information about the group was required but that it could be an exciting addition to the parade. Enzo Greco offered contact information for Markham Classic Cruisers, local owners of classic cars.

Corporate Communications will continue advertising for parade participants, including advertising the availability of spots for children who would like to take part.

e) Transit Arrangements

Joanne Yang reported that York Region Transit (YRT) has been contacted and arrangements for shuttle buses to Milne Park and buses for the Mayor's Seniors Luncheon have been made. She advised that signage may be required in each bus to identify its pick up location; additional signage at Markville Mall may be required to direct people to the pickup area in the parking lot. Joanne Yang will request the dimensions of the bus window from YRT and John Vipond will review inventory of signs to determine how many signs are required. A site visit to Markville Mall will be arranged in late June for Joanne Olson, Joanne Yang and Operations staff to determine the best location for signage.

f) Food Vendors

Matt Vetere reported that 10 applications that have been received compared to 14 food vendors who participated in 2012. Perry Chan, who is assisting with the arrangements for the food vendors, has asked three food vendors to contact Matt Vetere.

g) Children's Activities

Rocky Chen reported that all performers from last year have been confirmed for this year, with the exception of one which he has been unable to contact and therefore, has removed from the program. He will advise the performers that submitting an invoice soon will ensure prompt payment. The Water On Wheels (WOW) trailer will also be participating this year and it is expected that it will have a booth at Milne Park as well.

Corporate Communications staff suggested including ice sculptures; it was agreed to consider this for another year.

Councillor Moretti advised that Children's Tent giveaways had been donated: Cynthia Hiatt had provided pens pads of paper, glow balls and glow yo-yos and Babo Panda provided t-shirts and colouring sheets.

h) Entertainment

Enzo Greco distributed and reviewed the final entertainment schedule. He has received approximately half of the contracts signed by the performers. He and Perry Chan will review and finalize the stage requirements. Councillor Moretti thanked Enzo for his efforts in providing such a diverse line up of entertainment.

i) Sponsorship

Trinela Cane reported that two sponsors, Bell Canada and Times Group, have been confirmed. A complete sponsorship package had been sent to builders and developers; Markham staff will begin following up with them. Babo Panda may be a sponsor for the Canada Day 2014 events.

j) Miscellaneous

Gillian Shaw reported that two groups, Participation House and Yellow Brick House, have requested permission to have booths at Milne Park. Following committee discussion, it was agreed to decline the requests.

3. PARKING LOT

- Volunteers – it was agreed to ask Markham Civic Centre staff if they would like to volunteer to assist with the Mayor's Seniors Luncheon. Perry Chan will contact Rebecca Lee to confirm her arrangements for volunteers.
- Stage – Rob Hincks will be available to assist with set up of the stage on the evening of June 30.
- Ramp – Trinela Cane will confirm arrangements for the ramp with Dennis Flaherty.
- Budget – Councillor Moretti requested that extra costs, such as the new ESA site inspection fee, be listed so they could be easily identified.

4. OTHER BUSINESS

Councillor Moretti advised that the Markham Cycling and Pedestrian Committee has initiated a new program called "Ride Your Bike to Markham Event" where bicycle valets would be available to park and watch over attendees' bicycles. This will be in place for City events in June 2013 and could be considered for Canada Day events in 2014.

5. DATES OF FUTURE MEETINGS

The next meeting of the Markham Canada Day Committee is scheduled for Monday, June 24, 2013 at 5:30 PM in the Council Chambers at the Markham Civic Centre.

If unable to attend a meeting, Committee members are asked to email regrets and an update for their assignment to either Councillor Moretti or Gillian Shaw.

6. ADJOURNMENT

The third meeting of the 2013 Markham Canada Day Committee adjourned at 6:45 PM.